

Annual EEO Public File Report
Reporting Period: August 1, 2012 – July 31, 2013

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Stations Employment Unit that is comprised of the following station: WHBF and is required to be placed in the public inspection files of these station, and posted on their web site.

This Report covers the time period of August 1, 2012 through July 31, 2013 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment resource(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies: and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

The attached Appendices 1, 2, and 3 have been designed, in the aggregate, to provide the required information. Please note that the numbers listed in Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number assigned to the full-time job positions listed in Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

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Appendix 1: Vacancy Information

[illegible]

Total Number of Persons Interviewed During Applicable Period: 53

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Station(s) in Station Employment Unit: WHBF

Appendix 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Positions for Which This Source Was Utilized
1	American Broadcasting School* 712 N. Watson Rd. Arlington, TX 76011 Michelle McConnell 817-695-2474		1,2,3,4,5,6,7,8,9, 10,11,
2	American Institute of Business * 2500 Fleur Drive Des Moines, IA 50320 Jane DeHaven 515-246-5342		1,3,
3	American University-Washington DC 5 th Floor, Butler Pavillion 4400 Massachusetts Ave NW Washington, DC 20016 https://american-csm.symplicity.com/employers		4,5,6,7,8,9,10,11,
4	The Art Institute Of Colorado* Career Services Dept 1200 Lincoln St Denver, CO 80203 Tasha Tate 303-824-4772		1,2,3,4,5,6,7,8,9, 10,11,
5	Augustana College 639 38 th Street Rock Island, IL 61201 Johnna Adam 309-794-7338		1,2,3,4,5,6,7,8,9, 10,11,
6	Ball State 2000 W. University Ave Muncie, IN 47306 https://bsu-csm.symplicity.com/employers 765-285-1522		1,2,3,4,5,6,7,8,9, 10,11,
7	<i>Black Hawk College website *</i> 6600 34 th Ave. Moline, IL 61265 Bruce Storey 309-796-5129		9,

8	Boston College Southwell Hall 38 Commonwealth Avenue Chestnut Hill, MA 02467 https://bc-csm.symplicity.com/employers Derek Cameron 617-552-4774		4,5,6,7,8,9,10,11,
9	Bradley University * Smith Career Center 1501 W. Bradley Ave. Peoria, IL 61625 Sandy McDermott 309-677-2510		1,2,3,4,5,6,7,8,9, 10,11,
10	Broadcast Center* 2360 Hampton Avenue St. Louis, MO 63139 Kara Savio 314-647-8181		1,2,3,4,5,6,7,8,9, 10,11,
11	Brown College * 1440 Northland Dr. Mendota Heights, MN 55120 Karl Baumeister 651-905-3499		1,2,3,4,5,6,7,8,9, 10,11,
12	Brown Mackie College – Quad Cities* 2119 E. Kimberly Rd Bettendorf, IA 52722 Nancy Kay Cerny 563-344-1500		1,2,3,4,5,6,7,8,9, 10,11,
13	Buena Vista University * 610 W. 4 th St.; Storm Lake, IA 50588 Brenda Dodge 712-749-2440		1,2,3,4,6,5,7,8,9, 10,11,
14	CCNMA: Latino Journalists of California USC Annenberg School of Communication and Journalism 727 W. 27 th St. Room 201 Los Angeles, CA 90007 213-821-0075 ccnmaininfo@ccma.org		4,5,6,7,8,9,10,11,
15	<i>Central College Career Center *</i> 812 University Ave. Pella, IA 50219 Pat Kitzman 641-628-5271 www.central.edu/career		1,2,3,4,5,6,7,8,9, 10,11,
16	Chinese Mutual Aid Assoc. * 1016 W. Argyle St. Chicago, IL 60640 Romy Arrieta 773-784-2900		1,2,3,4,5,6,7,8,9, 10,11,

17	Clarke College Career Services* 1550 Clarke Drive Dubuque, IA 52001 Lindsay Adolphs 563-588-6311		1,2,3,4,5,6,7,8,9, 10,11,
18	Clinton Community College * 1000 Lincoln Blvd. Clinton, IA 52732 Marcus Harris 563-244-7012		1,2,3,4,5,6,7,8,9, 10,11,
19	COE College* 1220 1 st Avenue NE Cedar Rapids, IA 52402 Judith Dirks 319-399-8844		1,2,3,4,6,5,7,8,9, 10,11,
20	Collective Talent 1721 Richardson Place Tampa, FL 33606 Michael Billie 813-254-9695 www.collectivetalent.com		4,5,6,7,8,9,10,11,
21	Columbia College – Chicago 600 S. Michigan Ave. Chicago, IL 60605 https://www.myinterfase.com/columbia-works/employer/home.aspx		4,5,6,7,8,9,10,11,
22	Commission on the Status of African Americans Dept of Human Rights Lucas State Office Building Des Moines, IA 50319 Kim Cheeks 515-281-3274		1,2,3,4,5,6,7,8,9, 10,11,
23	Davenport Civil Rights* 226 W. 4 th Street Davenport, IA 52801 Beth Badillo 563-326-7888		1,2,3,4,5,6,7,8,9, 10,11,
24	Davenport NAACP * PO Box 3661 Davenport, IA 52808 Robert Jackson Jr 563-579-8378		1,2,3,4,5,6,7,8,9, 10,11,
25	<i>Drake University*</i> <i>2507 University Ave.</i> <i>Des Moines, IA 50311</i> <i>Annette Watson 515-271-4715</i> <i>http://drake-csm.symplicity.com/employers/</i>		1,2,3,4,5,6,7,8,9, 10,11,
26	Drake University* Journalism School 118 Meredith Hall Des Moines, IA 50311		1,2,3,4,5,6,7,8,9, 10,11,

	Shari Tennly 515-271-3194		
27	Eastern Illinois University * Career Services 1301 HSC Charleston, IL 61920 Jan Stevens 217-581-2412		1,2,3,4,5,6,7,8,9, 10,11,
28	Emerson College Career Services 120 Boylston St. Boston, MA 02116 www.emerson.edu/career-services Mary Sullivan 617-824-8586 careers@emerson.edu	1	1,2,3,4,5,6,7,8,9, 10,11,
29	EPICS (External Programs, Internships & Career Services) 2240 Campus Dr. Room 1-184 Evanston, IL 60208 Heather.trulock@northwestern.edu 847-467-0270		1,2,3,4,5,6,7,8,9, 10,11,
30	George Washington Carver Assoc.* 710 Percy Baker Junior Avenue Peoria, IL 61605 Angelic Watson 309-674-9219		1,2,3,4,5,6,7,8,9, 10,11,
31	Handicapped Development Center* 3402 Hickory Grove Rd Davenport, IA 52806 Lisa Bohland 563-391-4834		1,2,3,4,5,6,7,8,9, 10,11,
32	<i>Hawkeye Community College*</i> <i>PO Box 8015 – 1501 E. Orange Rd.</i> <i>Waterloo, IA 50704-8015</i> <i>Kate Von Tersch 319-296-4297</i> www.collegecentral.com/hawkeyecollege		1,2,3,4,5,6,7,8,9, 10,11,
33	<i>Illinois Broadcaster's Assoc. *</i> <i>200 Missouri Avenue</i> <i>Carterville, IL 62918</i> <i>Erin Camfield 618-985-555</i> www.ilba.org	1	1,2,3,4,5,6,7,8,9, 10,11,
34	Illinois Center for Broadcasting * 455 Eisenhower Lane S. Suite 200 Lombard, IL 60148 Don Clark 630-916-1700		1,2,3,4,5,6,7,8,9, 10,11,
35	<i>Illinois Central College *</i> <i>One College Dr. CC207</i> <i>East Peoria, IL 61635-0001</i> <i>Dawn Gries 309-694-5321</i>		1,2,3,4,5,6,7,8,9, 10,11,

	www.collegecentral.com/icc		
36	IL Dept. Of Employment Security * 500 42 nd Street Suite 1 Rock Island, IL 61201 Pat Parsons 309-794-3600 #104		1,2,3,4,5,6,7,8,9, 10,11,
37	Illinois News Broadcasters Assoc. * The Job File 815 Long Road Glenview, IL 60025-3353 Bob Roberts 847-729-6397 www.inba.net		4,5,6,7,8,9,10,11,
38	<i>Illinois QC Chamber of Commerce*</i> 622 19 th Street Moline, IL 61201 Jessica Royster 309-757-5416 www.quadcitycareers.com		1,2,3,4,5,6,7,8,9, 10,11,
39	Illinois State University * Campus Box 4480 Normal, IL 61760-4480 Denise Thomas 309-438-3645		1,2,3,4,5,6,7,8,9, 10,11,
40	<i>Indiana Univ. School of Journalism *</i> Ernie Pyle Hall 202, 940 E 7 th St. Bloomington, IN 47405 Marcia Debnam 812-855-1704 www.journalism.indiana.edu		1,2,3,4,5,6,7,8,9, 10,11,
41	<i>Iowa at Work *</i> Kahl Center 326 W. 3 rd St. Suite #910 Davenport, IA 52801 Duane Denlinger 563-336-3469		1,2,3,4,5,6,7,8,9, 10,11,
42	<i>Iowa Broadcasters website*</i> www.iowabroadcasters.com		1,2,3,4,5,6,7,8,9, 10,11,
43	Iowa Lakes Community College* 300 S. 18 th Street Esterville, IA 51334 Bob Pritchard 712-362-7914		1,2,3,4,5,6,7,8,9, 10,11,
44	<i>Iowa State University*</i> Career Services 202 Carrie Chapman Catt Hall Ames, IA 50011 Mary Ullestad-Heneke 515-294-4841 https://ecms.eng.iastate.edu/employers/		1,2,3,4,5,6,7,8,9, 10,11,

45	Iowa Wesleyan College* 601 N Main Street Mount Pleasant, IA 52641 Heidi Seegers 319-385-6375		1,2,3,4,5,6,7,8,9, 10,11,
46	<i>Iowa Works *</i> <i>902 W. Kimberly Rd. Suite 51</i> <i>Davenport, IA 52806</i> <i>Claims Dept.</i> <i>Job Order Unit 563-445-3261</i>		1,2,3,4,5,6,7,8,9, 10,11,
47	<i>Jackson State University*</i> <i>1400 J R Lynch Street</i> <i>PO Box 17280</i> <i>Jackson, MS 39217</i> <i>Alisa Hughes 601-979-2477</i> www.jsums.edu		1,2,3,4,5,6,7,8,9, 10,11,
48	Japanese American Service Committee* 4427 N. Clark St. Chicago, IL 60640 Carol Yoshino 773-275-0097 x223		1,2,3,4,5,6,7,8,9, 10,11,
49	Kaplan University* 550 W VanBuren Street Chicago, IL 60607 https://kaplanu.optimalresume.com Carrie Chin 866-522-7747 #46223		1,2,3,4,5,6,7,8,9, 10,11,
50	Kaplan College * 1801 E. Kimberly Rd. Ste 1 Davenport, IA 52807 Lisa Zerbonia 563-441-2492		1,2,3,4,5,6,7,8,9, 10,11,
51	Leadership Institute* 1101 N Highland St Arlington, VA 22201-5341 Emily Miller 703-247-2000		1,2,3,4,5,6,7,8,9, 10,11,
52	Madison Media Institute* 2702 Agriculture Drive Madison, WI 53718 Bill Mallinson 608-663-2000		1,2,3,
53	Marquette University https://www.myinterfase.com/marquette/employer/		4,5,6,7,8,9,10,11,
54	Martin Luther King Community Cntr* 630 Martin Luther King Drive Rock Island, IL 61201 Pearline Morrow 309-732-2998		1,2,3,4,5,6,7,8,9, 10,11,
55	<i>Medialine *</i> <i>PO Box 51909</i>	1	4,5,6,7,8,9,10,11,

	<i>Pacific Grove, CA 93950</i> <i>Mark Shilstone 800-237-8073</i> medialine@medialine.com		
56	Medill School of Journalism Northwestern University 1845 Sheridan Road Evanston, IL 60208 Jim O'Brien 847-491-5634 www.medill.northwestern.edu/careers/		2,4,5,7,8,9,10,11,
57	Missouri School of Journalism 76 G Gannet Hall University of Missouri Columbia, MO 65211 Barbara Willis 573-882-0373 willisb@missouri.edu		3,4,5,6,7,8,9,10, 11,
58	<i>National Lesbian & Gay Journalist</i> <i>Assoc.</i> <i>2120 L Street NW Suite 580</i> <i>Washington, DC 20037</i> <i>Bach Polakowski 202-588-9888</i>		1,2,3,4,5,6,7,8,9, 10,11,
59	<i>North Dakota State College*</i> <i>800 6th St. N.</i> <i>Wahpeton, ND 58076</i> <i>Kijia Homes 701-671-2258</i> www.ndscs.edu/currentstudents/career-services/		1,3,4,7,8,9,10,11,
60	<i>Northwestern Univ Career Services*</i> <i>620 Lincoln Avenue</i> <i>Evanston, IL 60208</i> <i>Dianne Siekmann 847-491-5785</i> https://northwestern-csm.symplicity.com/employers	1	1,2,3,4,5,6,7,8,9, 10,11,
61	Ohio University 533 Baker Center Athens, OH 45701 Debbie Lax 740-593-1392		1,2,3,4,5,6,7,8,9, 10,11,
62	Partners in Job Training * 1504 Third Avenue Rock Island, IL 61201 Carol Slavish 309-793-5200		1,2,3,4,5,6,7,8,9, 10,11,
63	Partners in Job Training * 4703 16 th Street Moline, IL 61265 Dave Flowers 309-736-9626 *106		1,2,3,4,5,6,7,8,9, 10,11,
64	Scott Community College * Belmont Campus Rm#3101		1,2,3,4,5,6,7,8,9, 10,11,

	500 Belmont Rd. Bettendorf, IA 52722 Amy O'Shaughnessy 563-441-4020		
65	Simpson College 701 N. C Street Indianola, IA 50125 Ann Coreubel 515-961-1667		1,2,3,4,5,6,7,8,9, 10,11,
66	Southern IL University * Career Services MC 4703 900 S. Normal Ave Carbondale, IL 62901 Missy Houghland 618-453-2391		1,2,3,4,5,6,7,8,9, 10,11,
67	St. Ambrose University * 518 W. Locust Davenport, IA 52803 Kim Matteson 563-333-6392 www.sau-csm.simplicity.com		1,2,3,4,5,6,7,8,9, 10,11,
68	Success Network* 4703 16 th Street Suite H Moline, IL 61265 Dave Flowers 309-736-9626 www.successnetwork13.com		1,2,3,4,5,6,7,8,9, 10,11,
69	Syracuse University 235 Schine Center 303 University Place Syracuse, NY 13244 https://syr-csm.symplicity.com/employers 315-443-3616		4,5,6,7,8,9,10,11,
70	Texas State University Career Services 601 University Drive San Marcos, TX 78666 https://www.myinterfase.com/txstate/employer 515-245-2645		4,5,6,7,8,9,10,11,
71	Truman State University* 100 E Normal Kirksville, MO 63501 Kay Cowen 660-785-4353		1,2,3,4,5,6,7,8,9, 10,11,
72	TV Jobs website* www.tvjobs.com	17	1,2,3,4,5,6,7,8,9, 10,11,
73	United Neighbors Inc.* 808 N. Harrison St. Davenport, IA 52803 Ida Johnson 563-322-7363		1,2,3,4,5,6,7,8,9, 10,11,

74	University of Dubuque* 2000 University Avenue Dubuque, IA 52001 Dr. Amy Baus 563-589-3128		1,2,3,4,5,6,7,8,9, 10,11,
75	University of Georgia* Career Center Clark Howell Hall, 2 nd Floor Athens, GA 30602-3332 www.career.uga.edu/employers/jobpostingoptions.html 706-542-3375		4,5,6,7,8,9,10,11,
76	<i>Univ. Of Iowa *</i> <i>100 Pomerantz Ctr. Ste. 310</i> <i>Iowa City, IA 52242</i> <i>Sherry Hingtgen 319-335-3196</i> www.myinterfase.com/uiowa/employer/		1,2,3,4,5,6,7,8,9, 10,11,
77	University of Miami Toppel Career Center 1306 Stanford Drive Coral Gables, FL 33146 https://miami-csm.symlicity.com/		4,5,6,7,8,9,10,11,
78	<i>University of Missouri*</i> <i>201 Student Success Center</i> <i>Columbia, MO 65203</i> <i>Barbara Willis 573-882-0373</i> www.hiremizzougrads.com		1,3,
79	Univ. Of Northern Iowa * Dept of Communication Studies 102 Gilchrist Hall Cedar Falls, IA 50614-0384 Kris Peterson 319-273-6857		1,2,3,4,5,6,7,8,9, 10,11,
80	Univ. Of Northern Iowa * 326 Lane Hall Cedar Falls, IA 50614-0139 Ronnie Bankston 319-273-6244	1	1,2,3,4,5,6,7,8,9, 10,11,
81	University of Wisconsin-Madison* 5115 Vilas Hall 821 University Avenue Madison, WI 53706 Dustin McGinnis 608-263-4898		1,2,3,4,5,6,7,8,9, 10,11,
82	<i>University of Wisconsin*</i> <i>Platteville – Career Center</i> <i>1 University Plaza</i> <i>0200 Ullsville Hall</i> <i>Platteville, WI 53818-3099</i>		2,7,8,9,10,11,

	Diana Trendt 608-342-1183 www.uwplatt.edu/careercenter/		
83	USC-Los Angeles* Tim Burgess tburgess@usc.edu		4,5,6,7,8,9,10,11,
84	Vincennes University * Broadcasters Dept., 1002 N. 1st St. Vincennes, IN 47591 Rick Coleman 812-888-4280 http://vinu-csm.symplicity.com/employers		1,2,3,4,5,6,7,8,9, 10,11,
85	Wartburg College* Career Services 100 Wartburg Blvd Waverly, IA 50677 Derek Solheim 319-352-8425		1,2,3,4,5,6,7,8,9, 10,11,
86	Western IL University * 1 University Circle Macomb, IL 61455 Sam Edsall 309-298-2132		1,2,3,4,5,6,7,8,9, 10,11,
87	Winthrop University 701 Oakland Avenue Rock Hill, SC 29733 https://winthrop-csm.symplicity.com/employers/		4,5,6,7,8,9,10,11,
88	Winona State University* PO Box 5838 Maxwell 314 Winona, MN 55987 Career Services 507-457-5878		1,2,3,4,5,6,7,8,9, 10,11,
89	WOI/KCAU/KLKN/WLNE * tfuquey@myabc5.com ; jcollins@kcautv.com ; sanderson@klkntv.com ; amenard@wlne.com ; jwalls@cbs4qc.com www.cbs4qc.com	20	1,2,3,4,5,6,7,8,9, 10,11,
90	QC Times 563-383-2433 Fax		
91	Rock Island Argus/Dispatch 309-797-0336 fax		
92	Spots-N-Dots ads@spotsndots.com		

93	Agency Referrals	2	
94	Word-of-Mouth Employee Referrals	9	
	TOTAL NUMBER OF INTERVIEWS	53	

Notes:

- An asterisk (*) indicates sources that are entitled to vacancy notification.
- *Italicized sources indicate job banks and Internet programs to which WHBF contributes. These sources are designed to promote outreach generally, not primarily directed to providing notification of specific job vacancies.*

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Appendix 3: Outreach Initiatives

1. Internship Program:

Through the years, WHBF has been involved in helping members of the community achieve their educational goals. WHBF recruits students interested in the broadcast industry by widely advertising our internship programs at career fairs and by educating managers to mention this opportunity when speaking with members of the community. Letters of Agreement are filled out by the prospective intern and approved by a professor of the university and an evaluation is performed at the end of the intern's term. WHBF also lists internship openings with various universities and free publications. During this reporting period, WHBF has had four interns.

2. EEO Training:

a) Equal Employment Opportunity Meetings are held periodically to educate department heads regarding their roles and responsibilities in the EEO process and to ensure that all departments are hiring and promoting in a non-discriminatory fashion. We require all managers with hiring authority to participate in these meetings and in discussions regarding upcoming job fairs and other recruitment activities. Minutes of these meetings are kept in the business office's EEO file.

b) Local law firm hosted a seminar on Employment Law, with an emphasis on social media, on February 21, 2013. WHBF was represented by the station Business Manager. The Director of the Iowa Civil Rights Commission discussed EEO initiatives and what types of activity can be considered an EEO violation. They performed statistical analysis to see how EEO complaints are changing, year to year. Their goal is to keep these complaints at a minimum and to find ways how to streamline processes and procedures. Went over the process of what happens in an EEO case. Lane & Waterman discussed social media conduct and gave a few example cases.

c) Department managers participated in a satellite seminar from Noll Media regarding Hiring and Onboarding Responsibility. Managers learned good tactics for hiring and retaining employees.

3. Job Bank & Internet Program Participation:

WHBF participates in job banks and internet programs with many organizations, as outlined above in italics, including the Illinois Broadcaster's Assoc., Drake University Job Bank, IA Workforce Development, IL Dept. of Employment Security, Skills Incorporated, etc. These organizations have programs designed for outreach generally, and are not primarily

directed to providing notification of specific job vacancies. (See italicized sources on above recruitment list.)

4. Participation in Career Fairs:

a) Business Manager and Business Assistant attended career fair at local university (Augustana) on 9/18/2012. Displayed job openings for a Multi-Channel Account Exec and a Weekend Anchor. Also displayed internship opportunities and there was a lot of interest in those.

b) Business Manager and Business Manager from WOI, attended career fair at University of Iowa on 9/20/12. Displayed job openings for a Multi-Channel Account Exec and a Weekend Anchor. Also displayed internship opportunities and there was a lot of interest in them.

c) Business Manager and Business Assistant attended career fair at local university (St. Ambrose) on 3/19/13. Displayed internship opportunities and there were many students interested in the various opportunities in our different departments (mainly promotions, sales and news).

d) Business Manger posted open positions (Weekend Sports Anchor) and internship opportunities to University of Iowa's virtual career fair which runs 4/3/13 – 4/12/13. Students will be able to view ads and apply online.

5. Disseminating Information as to Employment Opportunities in Broadcasting:

WHBF created a television spot which airs approximately every day on different day parts. The spot: 1) invites organizations that distribute information about employment opportunities to contact WHBF to be added to our mailing list and 2) informs job seekers to check WHBF's website for postings of current openings. The spot confirms that WHBF is an Equal Opportunity Employer.

6. Participation in Career Opportunity Programs Sponsored by Educational Institutions:

(For all station tours, the many different jobs within the station are explained)

a) 12/7/2012 – Job shadow, student from Pleasant Valley High School shadowed our Sports Director to see how he does his job and learn the different requirements involved. Student expressed interest in becoming a sports reporter.

b) 3/19/2013 – Station tour, Big Brothers Big Sisters of the Quad Cities. As part of their career navigator event, our Operations Manager walked the 'bigs' and 'littles' through the building, explaining what each department does, what education is required for the different positions and how the station works together. They watched the 5p newscast so they could see how the newscast comes together. Concluded with Q&A session.